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STACKS

Among Florida Citrus Leaders

W. C. PEDERSEN

President, Waverly Growers Cooperative, one of the important and successful cooperative citrus organizations of the State.

This Month

Citrus Insect Control For June, 1954
Growers And Shippers League of Florida
The Pink And Red Grapefruit Problem
A Comparison Of Protective Services
Federal Citrus Report Issued On May 1, 1954
Florida Holds To Place As World's Leader In Citrus
Notes Of The Trade

Vol. 35, No. 6 — Bartow, Florida — June, 1954

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Citrus Insect Control

R. B. Johnson

For June 1954

W. L. THOMPSON,
R. M. PRATT
R. B. JOHNSON*
Florida Citrus Experiment Station, Lake Alfred

W. L. Thompson

While purple scale was not particularly active during the winter and early spring, populations have been increasing rapidly during the past month. The average infestation on old leaves is now higher than it was a year ago. Infestations are also increasing on young leaves and fruit, and since a new hatch is beginning (May 24), there will be considerably more settling of crawlers on fruit and spring-flush leaves during June.

Red scale activity has been low through the winter and spring. A new hatch is expected to begin about the end of May, but the population level reached during June is not expected to be high.

Rust mite populations are generally low, but control measures should not be neglected because substantial increases sometimes occur during June.

Purple mite activity is increasing slowly and the peak of infestations will probably be reached some time in June. The level is not expected to be as high as in recent years. While activity has been low in most areas during May, it has been high in the Ridge District and many groves in that area are heavily infested.

Six-spotted mite infestations have reached a peak and will decline during June. Mealybug populations are increasing and are causing fruit drop in a few groves.

SPRAY PROGRAM

Insect and mite controlled programs will be about the same as usual during the month of June. However, there will be some exception, especially in individual groves. For instance, heavy mealybug infestations have been reported in a few groves, but in general they are not a problem this year. Where heavy mealybug infestations exist, the type of insecticide and the timing of the spray should be gauged for mealybug control. Red scale infestations are at a fairly low level, but in some groves the populations are high for this time of the year and the scalicide applications should be timed primarily for red scale control. In some areas there have been two rather distinct blooms and where this has occurred, fruit size should be considered if oil is to applied. Early June oil applications may still cause a blotch on oranges between ¾ inch and 1½ inch in diameter.

Scale Control: The highest percentage of kill follows a scalicide application when there is a high percentage of scales in the younger stages. It is especially desirable to treat for both red and black scale after the peak hatch. Where red scale is most important, it is advisable to delay the scalicide application until July if only one application is to be made during the year. Except where heavy infestations are present or where large acreages are to be covered, the scalicide sprays should start about mid-June. Either oil emulsion at 1.3% actual oil or 1 2/3 pounds of parathion plus 5 pounds of wettable sulfur per 100 gallons is effective. A combination of an oil emulsion (about .7% actual oil) plus 1 pound of parathion is also very effective. If oil is to be used on tangerines, reduce the concentration to 1% actual oil in dilute spray.

Mealybug Control: Mealybugs are now gathering on fruit stems, on fruit hanging in clusters, and between leaves that are touching. Parathion at 1 2/3 pounds per 100 gallons is the most effective insecticide. Early June applications are more effective than later ones because the mealybug masses are not so large and the individuals are more easily covered with the spray before they collect in large masses.

Whitefly Control will be more satisfactory where either oil or parathion is applied after the eggs have been deposited. The early summer brood of whitefly usually occurs the first half of June so an application made after the middle of June should be effective.

Purple Mites: An oil emulsion is the most effective summer miticide. Concentration of .7% actual oil is sufficient but if scale is also to be controlled, either add one pound of parathion per 100 gallons or increase the oil emulsion to 1.3% actual oil. Either ovex or aramite can be used for purple mite control. Both of these materials are compatable with parathion and sulfur. Rust mite infestations may increase from light to heavy within two to three weeks during any period during the summer. Where any mites are found early in June, a sulfur application should be made so that infestations will be at a low level if oil is to be applied during late June or early July. Lime-sulfur one gallon plus wettable sulfur 5 pounds per 100 gallons is very effective. Either wettable sulfur at 8 to 10 pounds per 100 gallons or a sulfur dust can also be used. It is as important to spray the tops of the trees for rust mite control as for scale control. Rust mites are usually found on the tops of the trees before they are noticed in the lower portions.

For more detailed information, refer to the 1954 "Better Fruit Program," or consult the Citrus Experiment Station at Lake Alfred or Fort Pierce.

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* Written May 25, 1954 Reports of surveys by Harold Holtsberg, Cocoa; J. W. Davis, Tavares; K. G. Townsend, Tampa; J. B. Weeks, Avon Park; and T. B. Hallam, Lake Alfred.

FOREIGN TRADE 'MISSIONS' ENCOURAGED OVER POSSIBILITIES

Secretary of Agriculture Ezra Taft Benson said recently that information received from the United States foreign agricultural trade "missions" now making foreign trade surveys in three world areas indicates that the "missions" are generally encouraged over possibilities of increasing U. S. agricultural trade, including citrus, on a competitive basis.

He stated that the "mission" members, who are serving as special consultants to the Secretary, are meeting with good receptions in every country they visit.

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Herb Mosher

Growers And Shippers League Of Florida

By Herb Mosher

PART ONE

Organization And Early History

"The Growers & Shippers League of Florida is one industry organization which has stayed free of politics!"

That statement was made a few days ago by H. C. "Hub" Gettier, traffic manager for Gentile Bros. Company, while I was sitting in on one of the lively discussions which so often go on in the Gentile's sales office.

Buyers, railroad men, anglers, horticulturists, politicians, fertilizer experts, philosophers and assorted humans have a way of swapping yarns, at times, in this Gentile sales room, and this I can say: The conversations are always interesting!

Anyhow, Hub's remark gave me some ideas for an article about the good old reliable Growers & Shippers League of Florida; an article, which it seems to me, needs to be written, lest much of the important early history of the league be forgotten.

So I asked 'Hub' to try and remember as much as he could about the early days of the league, the "characters" who helped in its formation, the achievements of the organization for growers and shippers of this state, etc.

Mr. H. C. "Hub" Gettier, who as stated is traffic manager for Gentile Bros. Company, and has been for many years, well recalls the organization meeting, for instance, of the Growers & Shippers League of Florida, away back in 1923! This was in Orlando, in the "Old Courthouse" there, the odd-looking all-red-brick building which still remains in the city in 1954 as a kind of landmark. The old courthouse seems to resemble a castle on the Rhine in general appearance—and I understand that delegations of architects to this very day come around to study this unusual building—but anyhow, that's where the Growers & Shippers League of Florida got its official start.

H. C. (Hub) Gettier.

Only a few days ago, as this is being written, Hub began telling me again about the early days of the League, how the League came into existence, and so on; and he truly recorded some interesting and important history.

"That organization meeting was held in the 'Old Courthouse' in Orlando," Mr. Gettier began, "the Chases—Josh and S. O.—both were there. I remember seeing R. B. Woolfolk, Frank L. Skelly, Billy Richardson of Richardson and Marsh, Mr. Nelson of Nelson and Company, Lawrence Gentile, Charlie Commander, Latt Maxcy, Jeff Sligh

. . . and probably some others whom I have forgotten."

A majority of the prominent figures in the industry whom Mr. Gettier mentions are, of course, no longer with us, having departed, one by one, for the Great Beyond; but they have not been forgotten.

Truly there were "giants" in the industry in those early days and it's no wonder that, when they came together and formed the League, some real, substantial results were forthcoming.

"The railroads had been giving Florida poor service for years, with high freight rates, poor equipment —Florida's fruit and vegetable interests were just being pushed around," is how Mr. Gettier recalls it. That was the way he described the situation which brought about the organization, in 1923, of the League, by these pioneers.

"Josh Chase presided at this first meeting," Mr. Gettier recalls, "I well remember that."

"And once the League was organized we really 'went to town', as the saying goes, and made our weight felt immediately. The railroads began mending their ways. We won some important rate cases, including the 'line haul' case and the famous 'refrigeration case'. I'd say we got stability and more equitable rates and charges, pronto, where there had been mainly, chaos."

Mr. Gettier tells about the first traffic committee which was so active immediately upon the organization of the League. On this important committee were: Charlie Stewart, Mr. Gettier, M. L. Cullum, Ed Dow, J. R. Crenshaw, he recalls.

Official records reveal that the Growers & Shippers League of Florida was organized and began operations on Dec. 2, 1923. The original charter and by-laws, in booklet form, can still be located at times in some of the shippers offices, in 1954! I came on another one a few days ago, in Sanford, at the offices of Chase and Company.

However, it is interesting to note that there was once, many years earlier, a kind of forerunner of the present Growers & Shippers League of Florida.

This early organization had been called the "Florida Growers & Shippers League". I was able to locate a published report on its annual meeting, in Arcadia, in 1916; but soon after that year the old League seems to have lost force and died out . . . and the present Growers and Shippers League of Florida was organized, in 1923, to fill the need for a general traffic organization in this state.

Some of the 1922 and 1923 records show that prominent growers and shippers were talking and writing letters about "reviving" the old League; and whether the present League is a revival of the old one, or a strictly new organization, is, really, only of historical importance.

The present League has grown in power and prestige through the years and now is recognized throughout the nation as the traffic organization for Florida.

A large delegation of industry representatives will converge upon Orlando for the annual meeting of the League, this June. There will be more about this annual meeting later in this article. For the moment, I wish to return to the early or "organization days" of the League.

Among the interesting documents which I came on while checking into the early history of the League is a letter on "The FRUITMAN'S CLUB" stationery, signed by Lawrence Gentile, president. This call for action amongst the growers and shippers of Florida, dated April 12, 1923, is (in part) as follows:

"Responses to the questionnaire on the subject of reviving the Florida Growers' and Shippers' League and placing it upon a substantial and active basis showed all but two shippers to be very strongly in favor of prompt action to this end . . . so this organization is calling a private conference of shippers to be held Wednesday April 18, 1923, at the Angebilt hotel at 4:30 p.m."

The response to this invitation from Mr. Gentile was enthusiastic and as a result of this session the present Growers & Shippers League of Florida was created, although it was later in the same year before the League actually began functioning from new offices opened in Orlando.

First president of the Growers & Shippers League of Florida was L. B. Skinner. Mr. Skinner is remembered as a hard and tireless worker as well as "one of the smartest men who ever lived in Florida." He lived near Dunedin where he was for many years a leading grower. Founder of the Skinner Machinery Company, Mr. Skinner's accomplishments also included the building of the Hillsboro Hotel in Tampa, constant scientific experiments most of which were in some way connected with agriculture, work with the Florida Horticultural Society, plus pointing the way by his own example toward better growing and marketing procedure for fruits and vegetables. His discoveries about fertilizers, cultivation practices, machinery, etc., have had a profound effect on the agriculture of this state.

J. Curtis Robinson was the League's first secretary. Mr. Robinson is remembered as one of the great traffic men of all time. For many years he guided the League in its constant battle for more equitable freight rates and related charges. When the famous "Refrigeration Case" finally was won by the League, Mr. Robinson estimated conservatively that this meant "a saving of approximately $2,000,000 annually for the growers and shippers of the state." The refrigeration case was won in 1924 the year after the League was founded. Mrs. Jane B. Hunter, who is today the League's assistant-secretary and assistant-treasurer, started her work with the League at the same time Mr. Robinson did, which was the day the office was opened in Orlando.

Second president was R. B. Woolfolk, who is remembered as one of the kindliest and most loved men who ever became prominent in the citrus and vegetable industries of Florida. Mr. Woolfolk was one of the organizers of American Fruit Growers Inc. Many of us still well remember him in his offices which were located in the bank building at the corner of Orange and Central in Orlando. The "Blue Goose" had an entire floor, while the League had adequate office space in the same building. Mr. Woolfolk could always drop in to see Mr. Robinson in a matter of seconds, or vice versa, and this arrangement was very beneficial for the growers and shippers of Florida, as proved by the many accomplishments of the League during this period.

Third president of the League was R. D. Keene, who retired at his own request last year (1953) in order to better attend to his many grove-and-ranch interests scattered throughout Florida. Mr. Keene became president of the League in 1939. Mr. Keene had a brilliant record as president, gaining the support of the industry, and consolidating many splendid gains made during the many years he served as chief. I well remember that Mr. Keene pleaded each year, for quite a number of years, to be allowed to step

down from the presidency and allow some one else to serve, but League members simply would not hear of it or permit it. Finally, in 1953, he was elevated to chairman of the board!

Sidney O. Chase, Jr., of Chase & Company, Sanford, was elected president at the annual meeting in June, 1953, at Orlando, and at this writing he serves the League in the efficient manner of all of the League's distinguished presidents. I will tell more about Mr. Chase and his work in the second installment next month.

Gordon C. Stedman, the League's active secretary-manager, has outlined some of the problems now facing the industry. Mr. Stedman is well known throughout the nation and is highly respected as one of the leading traffic men of the day.

"A continued effort has been put forth by the League to secure downward revisions in rates on fresh citrus and after more than a year and a half of effort railroads in the southwestern area of the United States have finally approved a reduction in these rates which will approximate 17 per cent. Further negotiations are being carried on in regard to the rates into the territory north of the Ohio, commonly known as Official Territory and into Western Trunk Line Territory, which is that area of the United States roughly, west of the Mississippi river and north of the Missouri-Kansas line.

"The League has aggressively opposed the imposition of unloading charges at New York and Philadelphia since first proposed by the railroads in 1947. After many hearings before the Interstate Commerce Commission that body authorized the railroads to assess unloading charges. On fresh citrus fruit this amounted to $1.90 per ton, approximately $50 per car, which charges became effective November 1, 1948.

"The League was not at all satisfied with the Commission's decision and promptly petitioned for rehearing and reconsideration, which was granted and after another series of hearings and oral argument before the I.C.C. these charges were reduced from $1.90 per ton to $1.05 per ton, representing a reduction of approximately $25.00 per car.

"The League still not being satisfied, again petitioned the Commission for review, which was denied, and the case was then carried to the U.S. District Court, Southern Division, and was heard before a Three-Judge Court in Jacksonville. This Court by a vote of two to one sustained the Commission and the League in cooperation with other interested parties carried this matter to the U.S. Supreme Court for review. Argument before that body was held April 27th and was presented by the League's very able attorney, Mr. M. W. Wells of Orlando. It is hoped that before the adjournment of the Court for summer vacation a decision will be handed down.

"In summary, this case has involved charges when first assessed amounting to over $700,000.00 on the Florida freh citrus fruit sold at auction in New York and Philadelphia, and with the lower charge amounts to approximately over $350,000.00 based on auction sales at New York and Philadelphia during the 1952-53 season, and while the League secured a half a loaf as a result of the actions that they have taken, the League still contends that no charge is justified as it is the railroads' duty to make delivery under the line-haul rate, and delivery has not been accomplished until the cars at New York and Philadelphia are unloaded and the lading is deposited upon the pier floors.

"The League in handling matters for the frozen citrus concentrate industry have an Advisory Committee appointed by the Florida Canners Association, to assist and guide them in the work handled for this rather new but rapidly developed industry. Due to the low temperatures required for the transportation and storage of this commodity the industry was confronted with a very serious transportation problem and many hundreds of hours have been spent in studying the situation, appearing before the Interstate Commerce Commission in hearings concerning truck authorities in order to provide the needed transportation service and this has been an extremely slow procedure, but gradually the full and complete needs of the industry are being met, both as to truck service and rail service.

"Many conferences have been held not only with railroad officials in the South and officials of the carlines serving Florida, but with officials of the railroads and carlines serving other territories concerning the transportation requirements of this industry and because of the recommendations and continued urging the carlines are placing in service mechanically refrigerated cars that will provide the low temperatures required. The industry is very enthusiastic over this new development and at the present time the Fruit Growers Express Company have some 306 cars in service with another 250 on order, and western carlines have approximately 300 either in service or on order, and it is believed that with this fleet and the truck authorities now sought adequate and efficient transportation will be provided for this extremely important segment of the citrus industry of Florida.

"The League tackled a very important job a year and a half ago relative to the very complex and completely confused rate structure applying on processed citrus fruit. For several years considerable study was given to this situation, but it was not until January 1953 that a real forward step was taken to do something about it. In reviewing the overall rate structure it was found that in order to secure a railroad freight rate that would apply to a shipment of single strength canned citrus fruit juice from Florida to any destination in the United States or Canada that 37 separate freight rate tariffs had to be used.

"The first step the League took was to set up the destinations to which each canner had made shipments and then develop the rate from each point of origin in Florida to each one of these separate destinations, which was a tremendous task and in order to be as helpful to the canning industry as possible a memorandum tariff was published by the League in cooperation with the Florida Canners Association and the Florida Citrus Commission, a copy of which was furnished to each member of the Florida Canners Association.

"This of course was only a service proposition in conjunction with the research work being done, and after the rates had been compiled a conference was held with Florida origin lines and a proposal was presented to them to publish a Florida Citrus Products Tariff, which the railroads have agreed to, and which is now before their Rate Body, the Southern Freight Association for development.

"When this tariff has been prepared and published it will present a rate structure that will be simple for any one to understand and be able to secure a rate from any point in Florida to the destinations to which the canners ship and it will mean that there will be only one

(Continued on page 8)

XUM

Florida Holds To Place As World's Leader In Citrus

Florida citrus growers, citrus by-products manufacturers, citrus packers and shippers, suppliers of citrus fertilizers and citrus equipment, indeed every citizen of Florida, loudly proclaims in season and out that Florida is the world's leading citrus production area. But few Floridians, even among the growers themselves, would be able to give the exact figures which make Florida the uncontested leader in citrus production and citrus activity. We know it is true and we are proud of the distinction but we can't defend our knowledge with statistics.

But Zach Savage, Associate Agricultural Economist at the University of Florida Agricultural Experiment Station in Gainesville, knows—it is his business to know. In a statement issued by the College of Agriculture of the University of Florida Mr. Savage briefly, but very clearly, sets forth the figures to back up the claims so often and so proudly made by other Floridians, who now may quote statistics to back up their boasting. Below is the statement issued by the College of Agriculture as reported by Mr. Savage:

Florida continues to rank as the world's largest citrus producer.

Seventy-nine per cent of the grapefruit and 26.1 per cent of the oranges and tangerines produced in the world in the 1953-54 season have come from Florida groves, according to Economist Zach Savage of the University of Florida Agricultural Experiment Stations.

Of the total world crop of 348,900,000 boxes of oranges and tangerines this year, Florida produced 91,200,000 boxes, its largest crop, and of the total world crop of 48,000,000 boxes of grapefruit, Florida produced 38,000,000, Mr. Savage reports. Total United States production of oranges and tangerines this year is 130,000,000 boxes and total domestic production of grapefruit is 43,110,000 boxes. Thus, Florida production of oranges and tangerines and grapefruit this year is larger than production of these fruits in all other states.

That Florida has truly become the land of fine citrus fruits is emphatically evident in comparisons that Mr. Savage makes of production today with crops of 24 years ago. Florida's 1930 total of bearing citrus trees (except limes) was 14,196,000 and its production of oranges, grapefruit, and tangerines in that year was 35,000,000 boxes, as compared with its 1953-54 crop of 130,000,000 boxes from 30,823,000 trees.

Florida's production of oranges, grapefruit, and tangerines exceeds that of any other country or continent, a position she has held for several years.

By more than doubling her citrus acreage and her trees and by obtaining increasingly higher yields through application of research results, Florida has risen from the position of producing 19 per cent of the world's oranges, grapefruit, and tangerines in 1930 to producing 33 per cent of the world's crop of these fruits today, the Experiment Station worker points out.

In 1930 the United States produced 73,800,000 boxes of oranges, grapefruit and tangerines, or just a little more than half of Florida's production of these fruits in 1953-54.

ZACK SAVAGE
Associate Agricultural Economist

Mr. Savage probably knows as much about citrus production in Florida as anyone in the state. In his capacity as Economist at the Agricultural Experiment Station he has carried on intensive and comprehensive studies on citrus production costs and returns, has issued numerous Bulletins and has prepared many official statements which have been widely published in this and other publications. His present statement on Florida's pre-eminent position in the World's citrus picture may be taken as authoritative and conveys information of much interest and great value to every well-wisher of Florida's great citrus industry—and that takes in all of us.

GROWERS & SHIPPERS LEAGUE OF FLORIDA

(Continued from page 7)

publication to which the shippers in Florida will have to refer.

"This tariff will be published in two parts, one part containing freight rates applying on single strength canned juice and the other applying to frozen citrus concentrate. This is a long step forward in straightening out a very complex problem.

"The League is handling many other matters but space will not permit a complete review and in this article is summarized a very few of the more important problems the League has before it."

(Continued next month)

PINES DESTROYED BY FIRE IN 4-H FOREST HAVE BEEN REPLACED

Five hundred slash pines that were destroyed by fire in the Orange County 4-H demonstration forest project at Christmas several months ago were replaced in a recent tree planting demonstration, Assistant County Agent H. F. Swanson reports.

To protect the tract from fire in the future, the fire-lines were plowed again after the new seedlings were planted.

Insects have as many as 4,000 different muscles; man less than 500.

A Comparison Of Protective Services

Commonly Used For Rail Shipments Of Florida Oranges And Grapefruit . . .

(Concluded From Last Issue)

J. R. WINSTON
SENIOR HORTICULTURIST

H. W. HRUSCHKA
ASSOCIAED PHYSIOLOGIST

R. H. CUBBEGE
SCIENTIFIC AID

G. A. MECKSTROTH
ASSOCIATE PATHOLOGIST

(A condensation of a report issued by the Division of Handling, Transportation and Storage of Horticultural Crops, U.S.D.A., Agricultural Research Administration, Bureau of Plant Industry, Soils and Agricultural Engineering.)

As summer approached, loading and delivery temperatures rose regardless of protective services. It is essential to replenish the bunkers of non-precooled loads at shipping after loading. If this is done and the cars are re-iced the second morning after loading, temperatures approximating those obtained from standard refrigeration should be expected for 4 or 5 days.

The fan car cooled the load more rapidly in transit than the non-fan car. Significant is the fact that regardless of the date—from fall to early summer—one re-icing of fan cars gave better transit temperatures than standard refrigeration of non-fan cars.

No practical difference in results were noted between cars pre-iced and those initially iced at the first icing station reached after loading. This is of considerable importance because the day's loading requirements often cannot be anticipated in time to order pre-iced cars.

During February and March, warm loads in both fan and non-fan cars, re-iced in the Carolinas and vents kept closed to destination, cooled at about the same rate as those converted to standard ventilation in the Carolinas after re-icing.

From March through May, full bunker and stage ice standard refrigeration gave essentially the same temperatures in fan cars. However, the former gave somewhat lower temperatures in non-fan cars.

Initial icing and one re-icing gave no better temperatures in January and February, than ventilation service without ice. As late in the season as March and April ventilated box cars had as good temperatures as refrigerator cars initially iced and re-iced once—the second day after loading. The bottom layer of the load had the lowest temperatures in the ventilated box cars, and the middle layer the warmest temperatures with the top layers intermediate.

Fruit in small bags. Non-precooled loads of 5-pound open-mesh bags in double deck cars initially iced followed by one re-icing (in the Carolinas the second day after loading) did not cool as rapidly as did similar loads of fruit ventilated beyond the Carolinas during January and February or during March and April.

During February and April, initial icing with vents closed to destination, was compared with one re-icing in the Carolinas. Both groups of cars cooled at the same rate until the second day; thereafter the re-iced cars cooled more rapidly.

During the hot weather of May and June, standard refrigeration cooled the lading more effectively than only one re-icing.

Closing the vents in "dry" cars loaded with oranges in mesh bags resulted in a rise of temperature until the vents were opened about the second midnight after loading. Thereafter, commodity temperature reduction was rapid and the temperatures in these cars were similar to cars initially iced after loading, re-iced the second day, and vents closed to destination.

The initial ice supply in the bunkers of cars loaded with warm fruit (75 degrees to 80 degrees Fahrenheit) is fairly well depleted by evening of the day after loading. Under these conditions and favorable outdor temperatures, cooling is likely to be more rapid if the vents are open after the ice is gone than if vents are closed. This is especially worthy of consideration in the case of warm loads moving under Item 80, Section 1, i.e., 6000 to 8000 pounds of ice supplied at the first icing station reached enroute, or in pre-iced cars of warm fruit.

Whenever the outside air temperature is well below that of the commodity, faster cooling may be expected in cars under ventilation than in those with a small supply of ice. Therefore, during the winter months cars loaded with warm oranges or grapefruit and initially iced only, could be advantageously converted to combination ventilation service at Savannah, Albany, Macon or wherever the car may be in south or central Georgia at evening of the day after loading, or the second day out. During cool weather ventilation service from shipping point to destination may be feasible, especially with grapefruit.

Packages and Car Type in Relation To Temperature Reduction

Spring shipments of crated fruit in ventilated box cars cooled at least as rapidly as that in refrigerator cars given initial icing and one re-icing. Oranges in 5-pound open-mesh bags cooled somewhat more rapidly than those in windowed paper bags loaded in double deck cars; there was no significant difference in rate of cooling between nailed and wirebound crates, open-mesh bags over 1 or 2 layers of crates in standard cars, and open-mesh bags in double deck cars. Fan cars cooled the load faster than non-man cars whether loaded with fruit in crates or mesh bags.

Room precooled fruit. There was no significant difference between the amount of ice remaining in the bunkers of non-fan cars and that in fan cars at unloading. The greatest average amounts, 7300 and 7600 pounds, were in the non-fan and fan cars, respectively, giving full bunker standard refrigeration, while the least amounts, 2400 pounds and 3000 pounds respectively, were in the stage iced cars re-iced only

(Continued on page 12)

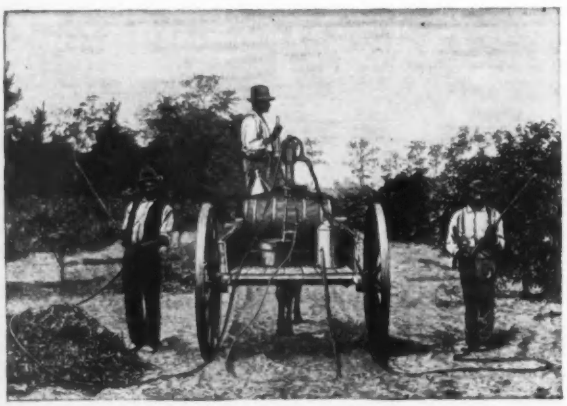
XUM

NEWS-TELLER

100 YEARS OF PROGRESS IN ENTOMOLOGY

Advances in Spraying Methods

Bucket sprayer*



Barrel sprayer*

Air blast sprayer

*Illustrations from *Insects Affecting the Orange*, by H. G. Hubbard, U. S. D. A. 1885.
† Photo from *The Mediterranean Fruit Fly in Hawaii*, by E. A. Back and C. E. Pemberton, U. S. D. A. Bul. 536, 1918.

Eradication of the destructive Mediterranean Fruit Fly eliminated this worm injury in Florida citrus†

The Science of Entomology has helped to build a great citrus industry

1854 T. W. Harris became first entomologist to specialize in insect control.

1880 J. H. Comstock reported his studies on scale insects of Florida citrus.

1881 Kerosene emulsion developed. This was the first practical insecticide for controlling scale insects.

1885 H. G. Hubbard, Federal entomologist stationed at Crescent City, completed his detailed report on Florida citrus insects.

1906 W. W. Yothers began his long and productive career in Florida entomology with his discovery of lubricating oil emulsions for the control of scale insects.

1915 Florida State Plant Board established. Dr. Wilmon Newell, who later directed the Mediterranean fruit fly and citrus black fly eradication campaigns, became first Plant Commissioner.

1916 Florida Entomological Society organized.

1929 Mediterranean fruit fly discovered in Florida.

1930 Mediterranean fruit fly eradicated. This first successful campaign to eradicate an insect pest saved Florida citrus growers millions of dollars.

1934 Citrus black fly discovered on Florida Keys.

1936 First Florida citrus spray and dust schedule prepared jointly by State, Federal and Industry representatives.

1937 Citrus black fly eradication campaign declared successful.

1945 Beginning of a new era in insect control with the development of synthesized organic insecticides.

1950 Concentrate spraying developed for Florida citrus.

1950 Florida Citrus Experiment Station initiated state-wide forecasting of citrus insect conditions.

1954 Marks 100 years of professional entomological service to mankind.

In recognition of the 100th anniversary of entomology, American Cyanamid Company is pleased to devote this space to a brief review of the forward strides made by entomology as it applies to the Florida citrus industry.

AMERICAN Cyanamid COMPANY
MANUFACTURER OF
Thiophos® PARATHION TECHNICAL
Agricultural Chemicals Division
BREWSTER, FLORIDA

XUM

A COMPARISON OF PROTECTIVE SERVICES COMMONLY USED FOR RAIL SHIPMENT OF FLORIDA ORANGES AND GRAPEFRUIT

(Continued from page 9)

once. It is noteworthy that this small amount of ice in the upper half of the bunker was sufficient to prevent a rise of commodity temperature, while a larger amount, 4600 pounds, in the bottom of the bunker of initially iced non-fan cars did not prevent a slight rise in commodity temperatures during the third and fourth day after loading in warm weather. In no case was the commodity temperature in the top of the load above 50 degrees Fahrenheit at unloading.

Precooled in car. During late spring crated oranges in fan cars precooled with ice and given standard refrigeration had 7600 pounds of ice remaining at destination. Oranges in open-mesh bags in double deck non-fan cars, precooled with a mechanical unit and re-iced during transit had 2200 pounds of ice in the bunkers at unloading. During the winter months, the cars that were given only initial icing had about 700 pounds of ice left in the bunkers at unloading.

Non-precooled loads. In late fall and winter shipments of crated fruit the average amount of ice remaining at destination ranged from 6300 pounds in non-fan cars to 6500 pounds in fan cars given standard refrigeration, and correspondingly, from 3900 to 4600 pounds in those given one re-icing. In May and June the average amount of ice remaining at unloading of cars shipped under standard refrigeration ranged from 5600 pounds to 6200 pounds in non-fan cars, respectively, while the range was from 2800 to 3000 pounds in similar cars re-iced but once. The lesser amount of ice in each pairing was found in the non-fan cars. In a few cars loaded with unusually warm fruit and re-iced but once, practically all of the ice was melted when the cars were unloaded.

Decay and Rind Breakdown

The amount of decay and rind breakdown depend to a large extent on the condition of the fruit when packed and the temperatures in transit. Since the data from numerous tests with fruit of widely different quality were averaged in this paper only general conclusions can be drawn about the relation of the amount of decay and rind breakdown to the various icing services.

A preliminary examination of the data show a great amount of variability in amount of decay and rind breakdown in the different shipments in all of the temperature ranges. However in general they were worse in shipments that had average transit temperatures above 60, than in those with lower temperatures. This indicates that protective services that provide reasonably fast cooling and average reasonably fast cooling and average transit temperatures below 60 degrees Fahrenheit are desirable.

Commercial Considerations

The shelf life of fruit is often shortened by delays in refrigeration at shipping point that permit rot organisms to get a good start. This delay may result in decay that is visible on arrival at market or that may remain invisible until after the commodity reaches the retail stores. A knowledge of the time required, under various transit conditions to lower the temperature of the commodity to a safe level is more helpful than a record of commodity temperature at unloading only. For example, 50 degrees pulp temperature quickly attained and maintained is better than a slow reduction to 45 degrees, or even 40 degrees not gained until destination is reached.

Hydrocyanic Gas Used To Eradicate Hall Scale On California Fruit and Nut Trees

Progress in eradicating Hall scale in California, an insect that if allowed to spread could do great damage to fruit and nut trees of the United States, is reported by the U. S. Department of Agriculture. The Hall scale, whose preferred hosts include almond, peach, plum, nectarine and prune trees, has been found only in California, at Chico, and at Oroville and Davis. The scale feeds on the tree, but the greatest injury may be to the fruit. Fumigation of infested trees, under gastight tents; with hydrocyanic acid gas, kills the scale.

Cooperative efforts of entomologists of USDA's Agricultural Research Service and the California Department of Agriculture have thus far resulted in the eradication of scale insects on properties containing about 21,000 host trees and the removal of about 2,800 host trees at Davis. The remaining infested areas, near Chico in north central California, contain about 10,400 trees.

Attempts to control Hall scale in this country date back to 1934 when it was first found near Chico. Cooperative efforts to eradicate it met with apparent success until the scale re-appeared in 1940. Hope for eradication rose again in 1943 when a few tests proved that fumigation of the infested trees under gastight tent with hydrocyanic acid gas killed the pests.

By 1945 the entomologists had begun (on a larger scale) to fumigate such infested varieties of trees as peach, plum, prune, nectarine, and almond. The treating equipment consists of huge plastic-covered cloth tents that are relatively gastight and large enough to encase infested trees. The tents are put on and taken off trees with tent pullers, fitted on booms as long as 50 feet, and mounted on trucks whose engines are used to raise and lower the booms.

Fumigant is supplied by a blower at the rate of 35-40 cubic centimeters (about three tablespoonfuls) of liquid hydrocyanic acid for each 100 cubic feet of space under the tent. After 50 minutes, suction blowers evacuate the gas from the tent and blow it above the zone where it might affect the treating crews. Every infested tree receives three annual 50-minute fumigations.

All fumigation is done in the fall and winter after the trees become dormant so that the gas will not affect the fruit or the growth of the tree. During the spring and summer, oil sprays are applied to the trees as a further control measure.

Every treated block of trees is inspected annually after each fumigation and for several years after the final fumigation for signs of scale re-occurrence, but thus far not a single live scale has been found on any tree treated two or more times.

JUNE SHORT COURSE AT UNIVERSITY WILL DRAW 460 4-H BOYS

Some 460 outstanding 4-H boys of 62 counties are expected to attend the 25th annual Boys' 4-H Club short course at the University of Florida June 14-17.

Know Your College of Agriculture is the theme of the short course, this year, and Woodrow W. Brown, state boys' 4-H club agent with the Florida Agricultural Extension Service, says the program has been planned to give the boys a fair sample of what life is like at their College of Agriculture.

The Pink And Red Grapefruit Problem

W. C. PEDERSEN, PRESIDENT, WAVERLY GROWERS COOPERATIVE

The grapefruit market this year has been disappointing, especially seeded grapefruit, but growers of other varieties should look long and hard at future prospects.

There have been comparatively few seeded grapefruit planted the past twenty years, and the volume produced will probably decrease rather than increase. Seeded grapefruit is the only variety that is suitable for sectionizing, and its flavor cannot be surpassed when it is allowed to ripen.

The big question is, "What is the future for pink and red varieties of grapefruit that have brought such handsome returns to the grower the past few years?" The answer may be found in the rate of planting of these varieties which will come into bearing in the next few years.

The records that I have include the season of 1951-52 and counting back six years from this date we find that there have been planted 15,445 Foster pink grapefruit, 595,757 Thompson pink and 567,885 Ruby Red grapefruit, or a total of 1,179,087 pink and red grapefruit. In addition to these, we have the plantings that have been set out the past two years and those previously planted.

Six years from now the average age of the 1,179,087 trees will be about ten years. If the trees produce an average of five boxes per tree, we will have an additional 6 million boxes, so we can look forward to an 8 million box crop of colored grapefruit to market.

Texas is also coming back in the deal and will try to recapture the pink and red grapefruit markets that were lost due to the severe freezes they had in their section. We have figures indicating that there are about 1,149,616 bearing pink and red grapefruit trees in Texas now, and there are about 657,992 trees planted that have not come into bearing, or a total of 2,107,608 pink and red grapefruit trees that are planted in Texas. It is hard for Floridians to guess what they will produce at the end of six years, but with no more freezes in Texas, I would think they would add another 10 or 12 million boxes to be marketed in the world markets.

There are still a large number of trees being planted in both Texas and Florida, so we can look for a still greater increase in production. Judging from the above figures, we should look forward to about 18 or 20 million boxes of pink and red grapefruit to be marketed in about six years. This is quite an increase when we look at our trouble today. However, there is always the weather factor to consider, and this solves many of our problems. We know that there will be some losses from cold, wind and drought, but it would seem to me that we have enough pink and red grapefruit planted at this time.

Annual lespedeza, a legume first reported in this country in Georgia about 1846, is thought to have been accidentally introduced from Japan, and frequently has been called "Japan" clover.

Timely serving of farm equipment is the first step in safe operation.

For Land's Sake use DOLOMITE!

Only when the pH balance of your soil is correct can you realize to the full its profit potentials.

When you apply d/p Dolomite you release many natural "acid-bound" foods. You supply crops and cattle with the calcium and magnesium they need for healthy, hearty growth.

In short, when you apply d/p Dolomite you can get the full profits from your crops and pastured animals. For information and free illustrated folder write today.

DOLOMITIC LIMESTONE, HI-CALCIUM LIMESTONE, LIMESTONE SCREENINGS

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OCALA, FLORIDA
PHONE MArion 2-3261
Plants at Lebanon (Levy County) and Sarasota, Florida

XUM

NOTES OF THE TRADE

ENZOR PROMOTED BY LYONS FERTILIZER CO.

Lyons Fertilizer Company of Tampa takes great pleasure in announcing the promotion of J. K. Enzor, Jr., from Field Representative to District Manager of the Winter Haven office, effective June 15.

Mr. Enzor has been associated with Lyons for the past three years. He has an excellent background relative to citrus and citriculture. He is a graduate of the University of Florida and has received additional training at the Florida Citrus Experiment Station.

Robert Lassiter of Lake Wales has been selected to take over Mr. Enzor's former position. Mr. Lassiter has been associated with Hunt Brothers Citrus operations. He is also a graduate of the University of Florida with additional training at the Florida Citrus Experiment Station.

These two men are in a position to offer a complete grove advisory service to growers in the Polk County area.

It is with regret that Lyons also announces the resignation of Dr. J. T. Griffiths. He will become Production Manager for the John Snively interests.

WALLACE LONG JOINS SUPERIOR FERTILIZER CO.

Announcement has been made by Superior Fertilizer and Chemical Company of Tampa that Mr. Wallace T. Long has been associated with the company, effective as of June 1, 1954.

Mr. Long is a Florida boy, having been reared in Brooksville and graduated from high school there. He attended the University of Florida where he specialized in Soils and

Wallace Long

Horticulture and graduated with a Master of Science degree in 1949.

Upon graduation from the University, Mr. Long became associated with the Citrus Experiment Station of Lake Alfred and has been located at Fort Pierce where he has, since 1949, been carrying on field research with soils and fertilizers, and likewise devoting a great deal of time to the study of scalacides and miticides.

While the Citrus Station loses a very valuable man, his services to agriculture are not lost. Mr. Sloan, General Manager of Superior Fertilizer and Chemical Company, in announcing the employment of Mr. Long, stated that for the time being at least, he would remain at Fort Pierce from which point he will render valuable service to the citrus growers on the Florida east coast.

Florida Citrus Commission Suggests New Containers For Florida Citrus Juices

In the belief that the new tin cans with crown caps open an attractive field for the canners of single strength orange and single strength grapefruit juices, Paul S. Patterson, director of advertising for the Florida Citrus Commission, has issued the following letter to all Florida citrus processors:

"In a discussion with Bill Baur, our Florida Regional Manager, he brought out the fact that Florida chain stores are now selling large quantities of carbonated beverages in the new tin cans with crown caps.

"This confirms a prediction recently made in one of the advertising journals that 25 per cent of all bottled soft drinks would be sold in this type of container during 1954.

"The thought occurred, why wouldn't it be possible to pack single strength orange and single strength grapefruit juice in cans of this type so they could be sold in grocery stores and supermarkets along with other popular beverages. This would also open up a new field in that they could be offered at soft drink stands wherever chilled soft drinks are sold.

"Of course, we realize that the cost of product for pure citrus juice is considerably greater than for most artificially flavored beverages. On the other hand, non-carbonated citrus juice could be put in a can of standard strength whereas the carbonated beverages must have a special soldered lap joint and concave bottom in order to resist the pressure of carbonation.

"There is also the possibility of saving on the cost of sweeteners by using Sucaryl, the non-caloric sweetener which is now approved for use in foods. This would be particularly desirable on grapefruit juice which is currently being promoted as a reducing aid.

"With the emphasis we are giving in our advertising on the adaptability of orange juice as an "any time of the day thirst quencher", a package of this kind would have a natural market, which we feel some enterprising Florida processors should explore."

Most of the important insect pests in the United States came from other parts of the world.

LYCHEE

NURSERY STOCK FOR GROVES

AIR LAYERED PLANTS FROM OUR OWN BREWSTER TREES

18-24" and 36-48" sizes

Also Container-Grown Specimen Plants to 7'

You are cordially invited to visit our Lychee Groves and other Tropical Fruit plantings. Located 10 Miles South of Sarasota on the Tamiami Trail.

PALMER NURSERIES

OSPREY, FLORIDA

J. H. Popham, Jr., Mgr.

MEMBER
FLORIDA LYCHEE GROWERS ASSOCIATION
FLORIDA NURSERYMEN AND GROWERS ASSN.
AMERICAN ASSOCIATION OF NURSERYMEN

Federal Citrus Report Issued On May 1, 1954

J. C. Townsend, Jr., United States Agricultural Statistician at the Orlando office, reports the citrus situation as of May 1 as follows:

CITRUS, 1953-54 CROP — Florida's total orange crop is now estimated at 86.7 million boxes compared with 72.2 million in 1952-53. The early and midseason orange crop (including 2.2 million Temples) has been harvested and amounted to 50.2 million boxes, almost 19 per cent more than last year. Valencias for 1953-54 estimated at 36.5 million boxes (½ million above April 1 estimate) are 22 per cent more than last year. As of May 8 slightly less than 8 million boxes remained. Grapefruit is expected to fill 39 million boxes this year, (1 million above April 1 estimate), compared to 32.5 million boxes last year. Less than 3.5 million boxes (about evenly divided between seedless and seeded) remain for marketing after May 8. Limes for 1954-55 are estimated at 420,000 boxes, almost 14 per cent more than the previous season.

The Nation's orange crop for the 1953-54 season is estimated at 122.7 million boxes—2 per cent above the 1952-53 total and 16 per cent above average. About 32 million boxes of oranges remained for harvest on May 1 this year compared with 45 million a year earlier. These included 19.5 million boxes of California Valencias on May 1 this year compared with 29.4 million on May 1 last year. California Valencias are the principal source of summer and early fall orange supplies because, in other areas, marketing is practically completed by early summer.

Grapefruit are estimated at 45.2 million boxes—18 per cent more than last season but 12 per cent less than average. About 7 million boxes remained unharvested on May 1 this year compared with 5.4 million boxes unharvested a year earlier. California lemons are estimated at 14.4 million boxes this season—14 per cent above the 1952-53 crop and 13 per cent above average.

In Florida the 1953-54 crops of grapefruit and Valencia oranges are estimated slightly larger than forecast on April 1. By May 1 about 76 million boxes of 1953-54 crop oranges had been harvested compared with about 59 million a year earlier. Fresh use, at 24 million boxes, was only 6 per cent above the same period last season but the quantity processed, at 52 million, was 43 per cent above the same period last season. Fresh use of grapefruit to May 1, of about 18 million boxes, and processed at 17 million, compare with 15.8 and 14.3 million, respectively, for the same period last season.

The 1953-54 **Texas** orange crop of 900,000 boxes and the grapefruit crop of 1,200,000 boxes were practically all harvested by early April. Prospects for the 1954-55 crop improved after the heavy rains of April 8-14. Supplies of both soil moisture and irrigation water were replenished. A few orchards were in water too long after the rains but no loss of trees is expected. The 1954 bloom was early and both oranges and grapefruit have a good set of fruit.

Prospects in **Arizona** are favorable for the 1954-55 citrus crops. Irrigation water is ample for the coming season.

California weather during April was generally favorable for citrus crops. Most citrus trees bloomed during April and the bloom in general was heavy. Desert Valley grapefruit trees were in bloom in March and the set of fruit is fair to good.

Pieces of leaves, pods, and other screening material that accomulate when lupine seed are cleaned are suitable for mulching trees and ornamental plants. The material is not suitable for mulching tender annuals and other plants, however, because it may result in development of damping-off and other fungous diseases.

EMJEO

(80/82% Magnesium Sulphate)

Many years a favorite source of soluble magnesia for Florida soils. Used extensively in fertilizer mixtures for citrus crops and vegetables. Especially useful and economical for direct application where only magnesia is required.

Florida growers now consider magnesium a primary plant food in the same category with nitrogen, phosphorus and potash.

The recommendations of the Florida Citrus Experiment Station at Lake Alfred, published in January 1954, stress the need for large application of magnesium for Citrus in soluble form and state that it is usually applied as a Sulphate.

Ask your fertilizer manufacturer for EMJEO, long a dependable source of this key plant food.

BERKSHIRE CHEMICALS, INC.

420 Lexington Avenue **New York 17, N. Y.**

. Magnesium .
. For a Full Harvest .

ADVERTISEMENT — LYONS FERTILIZER COMPANY

The LYONIZER

Department

COMPILED BY THE LYONS FERTILIZER COMPANY

Reports Of Our Field Men . . .

EAST HILLSBOROUGH AND PASCO COUNTIES
E. A. McCartney

We have been having pretty good rains in my territory, some of them spotty, but on May 20 we had about 2 inches of rain which will prove helpful.

Most growers are now in the midst of making their Summer fertilizer application on citrus. The nutritional spray program is about finished. Scale is light in this territory.

Melons are moving and the crop is of good quality. Vegetables are beginning to ease off. We have been making a tour of inspection in Hernando, Pasco and Hillsborough counties and find the pastures in fine shape as the result of good fertilization .

SOUTH POLK, HIGHLANDS, HARDEE, AND DE SOTO COUNTIES
C. R. Wingfield

The Valencia deal is fast coming to a close. There is very little fruit that has not been sold, but since early May the prices have steadily increased to a satisfactory level. Rumors are that some buyers are ready to talk about the purchase of early oranges for the next season.

Citrus groves are still in very good condition generally speaking. Moisture conditions are favorable although some areas are needing a little rain. The orange crop appears to be fair to good, depending on the fruit size when it became dry. There has been a heavy drop of fruit and it seems to be heavier in the Valencias. The way it looks today the crop of Duncan grapefruit will be very short this next season.

The vegetable deal has been a hard one both from the standpoint of price and quality. Heavy rains at the wrong time has been a factor in quality. There have been heavy movements of cucumbers and tomatoes.

NORTH CENTRAL FLORIDA
V. E. Bourland

We have had rain, but very light in some parts. There is some groves have plenty young fruit set, and some have two sizes and bloom now. Grapefruit seems to be the lightest with fruit. Most tangerines have plenty now.

Valencias are still being moved fast, and most of them already moved. Growers are keeping after different insects. So far this year they haven't been as bad as they were last year.

Melons are looking very good, and some are being picked, but not from all fields. The early crop will be light, although the second crop is looking very good.

WEST CENTRAL FLORIDA
J. E. Mickler

Grove conditions in this area at present are very good. Weather very nearly posed a problem in that moisture levels had reached the alarm stage. Rain came to the rescue of most growers from trouble, and indications are that more is to come. Summer applications are in the process of being applied, and this application of Lyons Fertilizer should produce the usual consistence of quality fruit for this coming Fall market. Insect levels in the surrounding groves have been constant, in that little activity has been in evidence up until now. Rust mite checks are being required to keep this new crop in the condition it should be for the coming market.

NORTH HILLSBOROUGH AND PINELLAS COUNTIES
J. A. Hoffman

Rainfall has been a little more plentiful the past month and everyone has been busy applying their Summer application of fertilizer and cultivating. A Summer scalicide will soon be applied and groves laid by for the Summer.

Insects and diseases have not been too much of a problem to growers this season.

SOUTHWEST FLORIDA
Eaves Allison

Summer is now coming up with ample soil moisture from late Spring rains. Citrus crops for next year show a good setting with varying sizes at this time — May 18th — from pin head to pigeon eggs. This variation being due to long continued blooming period. Some bloom still showing up even at this late date.

Physical condition of groves in this area are not top quality by any manner of means. This seems to be due to the unusually bad seasonal conditions preceding. Rust mite are not too much in evidence but scale populations are flourishing and healthy.

Vegetable crops and returns have varied widely all over this area. Big losses in Punta Gorda, Fort Myers area from too much rain.

Conditions have been such that melon growers have every prospect to do well in this section.

HIGHLANDS AND POLK
J. T. Griffiths and J. K. Enzor, Jr.

Weather has been relatively good for citrus throughout May. Scattered showers have taken care of moisture needs in most groves. However, there are areas within Polk County where irrigation has been desirable.

It is still too early to make estimates with any degree of accuracy. It can be definitely stated that many groves which bloomed profuseiy do not have crops commensurate with the amount of bloom. This is particularly true of Valencias and Marsh Seedless grapefruit varieties. Seeded grapefruit is definitely on the light side as compared with a year ago.

The first week of June will see almost all of the Summer application of fertilizer on the groves. Oil spraying will begin around June 15. Rust mites do not appear to be as great a problem in late May as in many years past. This is at least partially attributable to the fact the post-bloom sprays were applied later than usual.

ADVERTISEMENT — LYONS FERTILIZER COMPANY

Uncle Bill Says:

They's been a lot written and said about the citrus industry producin' too much fruit . . . but somehow or other we ain't too much worried about that phase of the business . . . 'specially in view of the comin' in of limes and lemons for juice concentrate which is hittin' Florida in a big way right now.

One thing is fer sure the same major job exists in Florida as has always been here and that is fer the growers to raise the finest fruit they kin possibly produce in order to get the best prices on the fresh fruit market, 'n to keep our standard of juice and concentrate up to the highest level . . . these things will keep the market fer Florida citrus fruit up to the top and, we believe, will enable our growers to dispose of all their crops at profitable prices.

It's true that grapefruit seems to be havin' sort of an off time but even that situation may work itself out all right . . . so if us growers will continue to produce the finest fruit that can be raised we don't think we'll have to spend too much of our time worryin' about ourselves.

And another thing is fer sure in order to produce top quality fruit we've got to use the best fertilizer we can buy and be sure it contains the proper plant foods to nourish our trees and our fruit . . . 'cause you can't expect a tree to stay healthy and produce the best fruit without proper feed any more than you can expect a cow to git fat and produce a heap of good milk unless she gits the right sort of food and plenty of it.

Right now a lot of growers is puttin' on their Summer application of fertilizer and we know a lot of 'em are going to produce mighty good crops 'cause they're usin' Lyons Fertilizers which "Produce Maximum Crops of Highest Quality."

XUM

Florida Citrus Mutual Annual Meeting June 15

A United States senator and a top radio performer will be featured at Florida Citrus Mutual's sixth annual membership meeting in Orlando June 15 and, according to James C. Morton, Auburndale, chairman of a special committee arranging for the affair, "this should be the biggest and best annual meeting in Mutual's history."

Morton said he had just received confirmation from Florida's Senator George Smathers that he would attend the annual meeting and make the principal address. Senator Smathers indicated he would talk on the relationship of the federal government to the Florida citrus industry, including discussion of the Federal Trade Commission anti-trust charges now pending against Mutual.

Tom Moore and his staff will present a complete facsimile of the 30 minute radio show they will broadcast daily over a nationwide network under a contract recently awarded him by the Florida Citrus Commission.

Part of the Moore show will be the awarding of a dozen prizes, valued at $1500, to Mutual members at the meeting. Each Mutual member will be given a ticket as he or she enters the air-conditioned municipal auditorium at Orlando. The number on the ticket will determine those who are to receive awards.

Prizes include a silver coffee service, luggage, phonograph, radio, man's watch, lady's watch, handbag and pocket lighters.

Morton said he was "confidently expecting 2000 persons at the annual meeting. We had almost 1500 last year when we had a group of professional entertainers. Our program this year, with Senator Smathers and Tom Moore, would appear even more attractive. Senator Smathers undoubtedly will have something highly interesting to say to Mutual members about the Federal Trade Commission suit".

The meeting will be called to order at 2 p.m. by Perry Murray, Frostproof, president of Mutual, who will make a report on Mutual's operations during the 1953-54 season. Robert W. Rutledge, general manager, is to make a similar report on administrative activities.

Highlight of the business part of the afternoon meeting will be the formal seating of the 21 persons chosen as directors for the 1954-55 season.

"Howdy, Neighbor"

"Hello," "Hi," "Howdy"—are all friendly greetings over your telephone made possible by the folks who work for your Telephone Company. Like yourself, they are friendly neighbors too, participating in your community activities. For good service or good citizenship —count on telephone people.

PENINSULAR TELEPHONE COMPANY
SERVICE SINCE 1927

Classified Ads

SUPERIOR CITRUS TREES — Now booking orders for Valencia and Pineapple on Rough Lemon root for next Winter. Other varieties available now. Price $1.10 up. Discounts on sour orange stock. Write for "Tips to Growers."
WARD'S NURSERY
Avon Park - Florida

PERSIAN LIME TREES — Ready for delivery — Other popular varieties all on rough lemon root, for delivery now or January, 1955.
ADAMS CITRUS NURSERY
1700 Villa Road, Winter Haven, Fla.

WANTED: BOX MAKING MACHINE; either Parker or Morgan for making standard boxes. State make, model, condition and price.
WM. E. WOOD
P. O. Box 1782 Ft. Lauderdale, Fla.

CITRUS PACKING HOUSE For Sale, complete, 500-box capacity. 5 years old, cost $6600.00. Will sacrifice for $2,500.00.
LUTZ PACKING CO.,
Lutz, Fla. — Phone 99-3972

Tropical paradise on the FLORIDA KEYS

The Islander hotel and apartments

All year round resort situated on 12 acres of Ocean Front Property located halfway between Miami and Key West—just 1½ hours' drive from Miami. Spacious and beautifully furnished de luxe guest rooms and efficiency apartments. Really fine food at moderate prices. Private sand beach and tiled swimming pool . . . landlocked yacht harbor available . . . wonderful fishing—guides available. Truly an island paradise!

Write or wire for reservations, or for illustrated brochure.

ISLAMORADA, Florida

Florida Citrus Commission Buys Another TV Show

Purchase of the television show Twenty Questions to sell citrus for Florida got unanimous approval by the Florida Citrus Commission.

Use of Twenty Questions primarily as a grapefruit advertising medium was indicated by J. Walter Thompson, Inc., commission advertising agency.

The longtime popular quiz program on radio and television will cost $720,000 for 44 weeks over the American Broadcasting Company, beginning July 6, over 47 stations.

It replaces the controversial Dave Garraway Today show over 50 National Broadcasting Company TV outlets.

Left open for further debate was the possibility the show might be bought year round before the current commitment is completed, provided Twenty Questions develops successfully as a sales force for citrus.

Thompson representative Jack Forshew said the purchase of the program provided a "terrific buy" for citrus. He said the 8:30-9 p.m. slot on Tuesday is the best opening possible for advertising citrus. The citrus industry sponored program will be sandwiched between Cavalcade of America at 8 o'clock and Make Room For Daddy, starting at 9 p.m.

Support Action

Harvey Hall, Lakeland, speaking for the industry's grower advisory committee to the citrus commission, said his group endorsed the decision. Lee Recker, Auburndale, canner advisory chairman, concurred in Hall's statement.

Forshew said ABC offered the citrus commission a good buy on the show because "they wanted the citrus account." The account, while not among the biggest of TV deals, is substantial and carries enormous prestige in the advertising world, it has repeatedly been indicated.

GROWERS AND SHIPPERS LEAGUE OF FLORIDA SETS ANNUAL MEETING JUNE 10

The following announcement of the Thirty-first annual meeting of the Growers and Shippers League of Florida has just been issued. Matters of vital interest to the citrus growers and shippers of the state are on the agenda for consideration.

President Sidney Chase has selected Thursday, June 10th as the date for our 31st Annual Meeting, which will be held, beginning with a dinner, at 6:30 p.m., at the Orange Court Hotel, Orlando.

The annual meeting will be preceded by a meeting of the Executive Committee the afternoon of June 10th in the offices of the League at 2 p.m.

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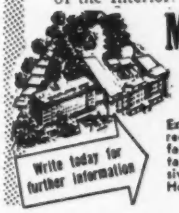

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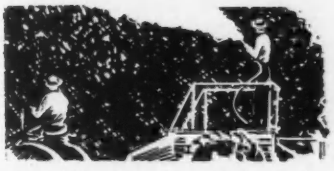

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